



EVENT TREND REPORT 2024

Are you passionate about events and always on the lookout for the latest developments in the bustling world of events? Fantastic! Step into an innovative world where constant change is the norm. Each year brings new technologies, trends, and ideas that continually transform the event industry.

Event Trends for 2024

The event industry faces exciting challenges and opportunities. But how do you stay informed and enjoy the most thrilling events without missing out on the latest trends? Fortunately, we have the solution to help you explore the future of events in 2024.

This handbook offers you the opportunity to explore in advance which trends and ideas will dominate the event industry. This way, you can always maintain a lead and continually enrich your participants' experiences. Prepare yourself for the event trends of 2024!

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TREND

01

ARE HYBRID EVENTS BECOMING THE NORM?

Hybrid events are rapidly evolving as the new standard in our dynamic world. In times when our communication and collaboration methods are constantly changing, hybrid events offer a solution that brings together physical and virtual participants in an engaging and interactive environment.

This enthusiastic trend has sparked a real revolution and has been accelerated by recent challenges our world has faced, such as the global pandemic. Hybrid events combine the best of both worlds, opening the door to unprecedented possibilities and an audience reach that was previously unthinkable. It's time to embrace the future and accept hybrid events as the new norm for inspiring interaction, no matter where you are.

Improved accessibility:

Hybrid events enable organizers to reach a much broader audience, as participants can join both locally and globally. This increases the visibility and impact of the event.

Flexibility for participants:

Participants have the choice to participate personally or digitally, providing flexibility to those unable to be physically present due to travel restrictions, lack of time, or other commitments.

Sustainability:

Less physical presence can lead to a reduced ecological footprint of events, such as less energy consumption and transportation costs.

Enhanced accessibility:

Hybrid events can be more accessible to people with disabilities, as online participation often provides better access to closed captioning, sign language interpretation, and other supportive features.

More interaction possibilities:

Hybrid events can include various interactive elements, such as chats, polls, and online discussion forums, increasing participant engagement and gathering valuable feedback.

Data analysis and insights:

The digital component of hybrid events makes it easier to collect and analyze participant data, providing valuable insights for future events and marketing strategies.



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02

SUSTAINABILITY IS CENTRAL!

Sustainability is an inescapable trend demanding attention. Event organizers are wholeheartedly embracing eco-conscious practices, such as drastically reducing waste, embracing renewable energy sources, and consciously limiting the ecological footprint of events.

This sustainable approach not only benefits our planet but also positively reflects on the image of events and participant satisfaction. It's time to embrace sustainability at the heart of your event strategy and let it play a starring role in a world crying out for positive change.

But how do you integrate sustainability into an event? An inspiring example is the first-ever climate-neutral football match in Dutch professional football. This match has led to new ideas and initiatives in sustainability that benefit not only the club itself but also the city and the broader region. This initiative is led by Leon Vlemmings, the innovation manager of FC Dordrecht.



A climate-neutral match means there are no harmful effects on the climate. Organizing such an event requires a surprising amount of effort and creative approaches when all aspects are approached with sustainability in mind. Here are some examples:

- Instead of the groundsman's diesel tractor, an electric car from one of Energiek Dordt's partners is used at a climate-neutral match.

- Traditional gas heaters in the stands are far from sustainable. Dordrecht Academy has come up with a smart solution by enlisting students to develop asustainable alternative.

- Like the groundsman's diesel tractor, the existing emergency generator in the stadium is replaced with a hydrogen-powered generator, in collaboration with a specialized company.

- The mode of travel of the opponent and referee to the stadium is also reviewed, with sustainable alternatives being sought with the help of partners such as Top Oss, the KNVB, AMES, AA Lease, and MAAT E-mobility.

Organizing a climate-neutral match brings various challenges and questions, but what stands out is that collaboration within the group often leads to innovative solutions or connections that can contribute to these sustainable efforts.

Bron: (2023, 10). Smart Delta Drechtsteden.

TREND

03

PERSONAL EXPERIENCES

Step into a new dimension of events, where personalized and unforgettable experiences take center stage. Visionary organizers are harnessing cutting-edge technologies such as virtual reality (VR) and augmented reality (AR) to fully immerse participants in an enchanting world full of unique, interactive experiences. It's no longer just about attending an event, but actively experiencing and participating in something truly extraordinary.

These groundbreaking technologies, such as virtual reality (VR) and augmented reality (AR), open the door to highly personalized experiences and seamless connectivity at events:

Immersive Virtual Reality (VR) experiences:

Organizers can provide VR headsets that fully immerse participants in virtual worlds tailored to the theme of the event. This enables participants to engage in virtual adventures, such as exploring exotic locations or participating in unique activities, without physically being present.



Augmented Reality (AR) guides:

AR apps can provide visitors with real-time information and additional content about what they are seeing at the event. This can range from detailed information about artworks at an exhibition to interactive maps guiding participants through a festival with personalized suggestions and recommendations.

Interactive Elements:

Using AR, events can add interactive elements, such as scanning QR codes to win prizes, organizing virtual treasure hunts, or enabling participants to take photos and videos with AR filters and overlays to share their experience.

Seamless Connectivity:

Organizers can ensure that participants are always online and able to communicate with each other via mobile apps or wireless networks. This provides instant connectivity with other participants, sharing experiences on social media, and receiving real-time updates about the event.

These technologies offer event organizers the opportunity to engage participants on a deeper level and provide personalized experiences. Moreover, there are various examples of events worldwide that have successfully integrated VR and AR, such as Coachella Music and Arts Festival, Comic-Con International, museums and art galleries, conferences and trade fairs, and sports events. These examples show how technologies can enrich the event experience and tailor it to the desires of the participants.

Coachella Music and Arts Festival (USA):

Coachella is an annual music and arts festival that has integrated AR and VR to enhance the festival experience. Attendees can utilize AR apps to discover interactive artworks and VR headsets to take virtual tours around the festival location, experiencing unique virtual adventures.

Comic-Con International (USA):

Comic-Con is the world's largest event dedicated to pop culture, employing AR to provide visitors with additional information and digital treasure hunts, boosting interaction with exhibitors.

Museums and Art Galleries:

Various museums and art galleries worldwide are utilizing AR to offer visitors a deeper and more interactive perspective on artworks and exhibitions. They can use AR apps to view supplementary information, videos, and interactive features.

Conferences and Trade Shows:

Business events and conferences are increasingly turning to AR to equip participants with digital maps, augmented reality navigation, and QR code scanning apps to learn more about exhibitors and products.



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04

ADVANCED TECHNOLOGIES

In the rapidly evolving world of events, Artificial Intelligence (AI) is a true game-changer. AI presents a wealth of benefits that provide organizers and attendees with a seamless and engaging experience. Join us in our journey to the fascinating world of AI for events and discover the myriad ways it elevates our gatherings to a new level.

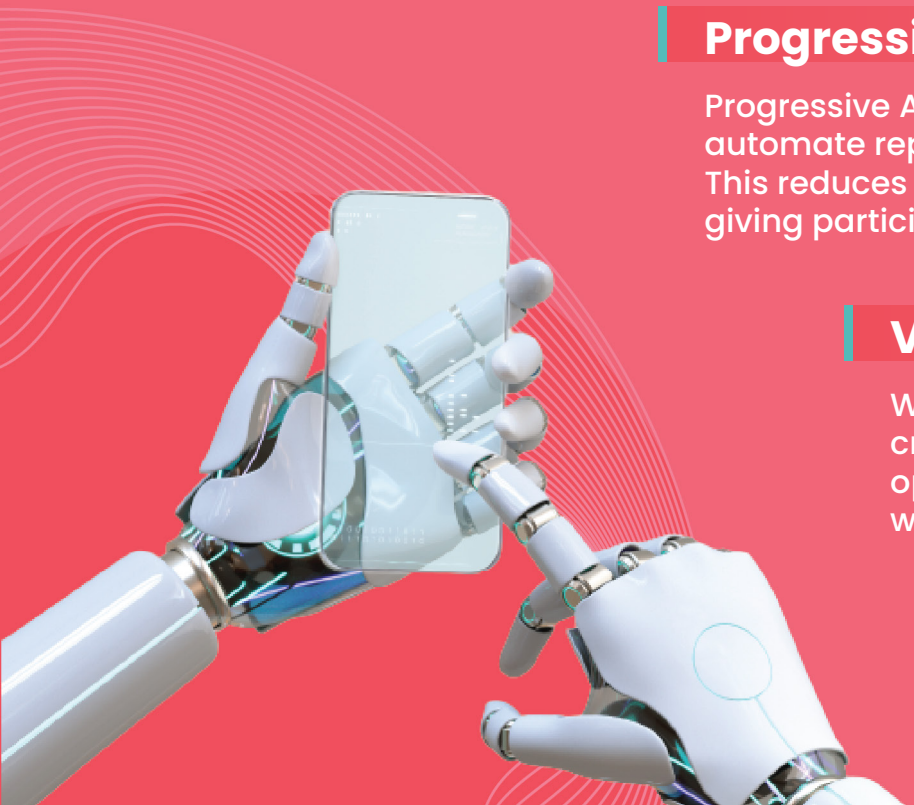
Artificial Intelligence (AI) is having a revolutionary impact on events, offering a treasure trove of advantages for both organizers and participants. We have listed some of these benefits as they inspire us to understand how AI is shaping the future of events.

Interactieve Ervaringen:

Deze verbetering maakt gebruik van AI-gestuurde augmented reality of virtual reality platforms om boeiende en interactieve ervaringen te bieden. Bijvoorbeeld, op een tech-evenement kunnen deelnemers met behulp van AR-brillen virtuele rondleidingen maken door technologische exposities en met holografische elementen interageren.

Real-time Feedback:

AI-tools voor sentimentanalyse kunnen in real-time deelnemersfeedback uit tekst of spraak interpreteren. Bijvoorbeeld, tijdens een kunstfestival kunnen organisatoren direct inzicht krijgen in de reacties van bezoekers op kunstwerken en performances, waardoor ze eventuele aanpassingen meteen kunnen doorvoeren.



Progressive Automation:

Progressive Automation: AI tools such as Robotic Process Automation (RPA) can automate repetitive tasks like registration, check-in, and ticket management. This reduces administrative burden and improves the efficiency of the event, giving participants more time to enjoy the event.

Virtual and Hybrid Capabilities:

With the help of AI technologies, virtual event platforms can be created, allowing participants from all over the world to attend. This opens the door for global engagement and access to events that would otherwise be limited to physical locations.

TREND

05

DIVERSITY AND INCLUSION

In a world where inclusivity is paramount, it's crucial that events embody this vision. Organizers need to actively strive for diversity on stage, in participant groups, and in every aspect of their events.

The ultimate goal? To represent a broad spectrum of perspectives and backgrounds, so that everyone feels welcome and sees themselves reflected. However, let's not lose sight of digital accessibility on event websites and registration forms. aanmelder.nl is eager to share their vision about how they want to embrace and further develop inclusivity in 2024.

"How can we ensure that everyone in society gets equal opportunities and can fully benefit from digital accessibility?" ***- Freek, medeoprichter van aanmelder.nl.***

Motor impairment		**1,6 mln**
Low-literacy		**1,5 mln**
Intellectual disability (LVB)		**1,1 mln**
Dyslexia		**0,8 mln**
Color vision deficiency		**0,7 mln**
Auditory impairment		**0,5 mln**
Visual impairment		**0,5 mln**

***CBS**

The goal is to transform events into inclusive environments where everyone feels welcome and can fully participate, regardless of their individual characteristics and needs.

Freek, co-founder of aanmelder.nl, passionately embraces the importance of inclusivity in online events, registration forms, and website accessibility. He believes in a digital world accessible to everyone, regardless of their background, gender, age, neurodiversity (including AD(H)D and dyslexia), visual impairments (such as blindness and color blindness), epilepsy, motor disorders, and digital skills.
His vision is aimed at ensuring equal opportunities and access for all individuals, regardless of their unique characteristics and needs, and he is eager to carry this vision forward into the events sector in 2024.

In the pursuit of inclusion, accessibility for people with diverse obstacles is a critical aspect. Events must commit to being accessible to everyone, irrespective of their various obstacles. The Web Content Accessibility Guidelines (WCAG) document by the World Wide Web Consortium (W3C) provides valuable guidelines for digital accessibility. Four of these considerations are:

Alternative text for images:

Ensure all images on digital platforms have descriptive alternative text, so people with visual impairments understand the content via screen readers.



Keyboard navigation:

Ensure all interactive elements and content on the website can be easily operated with a keyboard, so people who cannot use a mouse also have full access.

Color contrast:

Consider sufficient color contrast between text and background, so text is readable for people with color blindness or visual impairments.

Subtitles and transcripts:

Ensure video content is accompanied by subtitles and that transcripts are available, so deaf, hard of hearing, and others have access to the spoken content.